



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

CONTRACT

Contract / Revision 955293 /		Alt Order #
Product Candidate		
Contract Dates 09/26/12 - 09/28/12		Estimate # 12158
Advertiser Heinrich/D/Senate		Original Date / Revision 09/24/12 / 09/24/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOAT	Account Executive Beth Pfeifferle	Sales Office Albuquerque - L
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOAT	09/26/12	09/28/12	5a A7N More In The AM	5-6a		:30			NM	3	\$360.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	--WTF--				3	\$120.00			
N 2	KOAT	09/28/12	09/28/12	Live with Regis & Kelly 9-10a 9-10a			:30			NM	1	\$135.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	----F--				1	\$135.00			
N 4	KOAT	09/27/12	09/27/12	Ellen 3-4p	3-4p		:30			NM	1	\$135.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	---T---				1	\$135.00			
N 7	KOAT	09/26/12	09/26/12	MODERN/NEIGHBORS	8-9p		:30			NM	1	\$2,215.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	--W----				1	\$2,215.00			
N 21	KOAT	09/27/12	09/27/12	Action 7 News @ 5p	5-530p		:30			NM	1	\$350.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	---T---				1	\$350.00			
N 23	KOAT	09/28/12	09/28/12	Action 7 News @ 6p	6-630p		:30			NM	1	\$600.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	----F--				1	\$600.00			
N 28	KOAT	09/28/12	09/28/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	1	\$575.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	----F--				1	\$575.00			
N 54	KOAT	09/26/12	09/26/12	Katie Couric M-F	2p-3p		:30			NM	1	\$150.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Week:		09/24/12	09/30/12	--W----				1	\$150.00			
Totals											10	\$4,520.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
08/27/12 - 09/28/12	10	\$4,520.00	\$3,842.00	\$268.94	\$4,110.94
Totals	10	\$4,520.00	\$3,842.00	\$268.94	\$4,110.94

Signature: _____ Date: _____

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